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PCT/AU2004/001659

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I, LEANNE MYNOTT, MANAGER EXAMINATION SUPPORT AND SALES hereby certify that annexed is a true copy of the Provisional specification in connection with Application No. 2003906541 for a patent by THE WOODLEY GROUP PTY LTD as filed on 26 November 2003.

I further certify that the name of the applicant has been amended to ATQOL PTY LTD pursuant to the provisions of Section 104 of the Patents Act 1990.

WITNESS my hand this  
Fourteenth day of December 2004

A handwritten signature in black ink, appearing to read "LM".

LEANNE MYNOTT  
MANAGER EXAMINATION SUPPORT  
AND SALES



## THERAPEUTIC FACIAL MASK

### Technical Field

The present invention relates to facial masks and in particular, masks  
5 used to improve the health and wellbeing of humans.

### Background Art

Chinese acupressure has been used for centuries due to its efficacious  
self-curative abilities of the body in a holistic way via treatment of a local symptom in  
10 an attempt to relieve a systemic body dysfunction.

Acupressure is the process of stimulating key points within the body  
with firm, steady pressure to gain access to the body's branching meridian network.  
The meridian system is a series of invisible channels that branch throughout the body  
and connect acupressure points allowing the local effects to extend throughout the  
15 whole system.

Other similar treatments are described by the following published  
patents:

- United States Patent No. 4117837
- United States Patent No. 3971387
- 20 • United States Patent No. 1692669
- United States Patent No. 2191080
- United States Patent No. 3279468
- United States Patent No. 5527357

As can be ascertained from a review of the prior published patents, the  
25 various forms of apparatus are in general complex and in most cases would require  
skilled supervision to be used safely and effectively.

An objective of the present invention is to provide a therapeutic  
treatment mask which provides beneficial treatment at an economical cost.

Further objects and advantages of the present invention will become  
30 apparent from the ensuing description which is given by way of example only.

Disclosure of Invention

According to the present invention, there is provided a therapeutic treatment mask comprising

- (a) a mask body,
- 5 (b) means for attaching and securing the body to cover the eye and nose regions of a person's face,

(c) a plurality of pressure points fixed to the undersurface of the mask body, said pressure points being adapted or adjustable to coincide with known acupressure points of the human face.

10 The mask body can be rigid or flexible.

The mask body can be moulded or fabricated.

The body has eye and nose apertures.

The pressure points may comprise a plurality of metal knobs having a flat inner surface and a curved outer surface.

15 The knobs may be in clusters coinciding with selected positions on the forehead and cheek bones of the human face.

The mask focuses on the principles of acupressure, by stimulating 3 major acupressure areas within the face through its specific placement of acupressure point stimulators.

20 The use of the mask acts on specific local acupressure areas of the face to improve facial appearance.

By activating these local points, the effect is encouraged throughout the total body via the meridian system to improve total skin conditioning.

25 The application of the mask works via specifically placed adjustable therapeutic knobs attached to the mask that act to relax any local muscle spasm in the facial region.

By relieving muscle tension, the facial muscles are able to relax and elongate to their full length.

30 This process enhances blood flow to the region, which promotes improved circulation and assists in the removal and build-up on any toxic substances in the area.

Additionally, by increasing the circulation in the area, the delivery of

oxygen and nutrients to the facial tissue is improved to enhance overall health and improve the tone, texture and appearance of a user's face.

The major benefits of the mask are experienced in relieving acne and facial blemishes.

5 Often severe acne is accentuated by stress and increased tension.

The mask assists to reduce acne by relaxing the muscle tissue and improving facial tone.

The accompanying increase in blood flow assists to clear toxic residue that may promote the re-occurrence of acne and promote overall health of the skin.

10 The mask achieves these effects via its specific activation of 3 acupressure points:

15 1) ST2 / 4-white point: This point is located 1 finger width below the eye socket and directly below the coloured part of the eye. Activation of this point has a major role in the above process of relieving acne and refining skin blemishes.

20 2) ST3 / Facial Beauty: This point sits directly below the ST2 point at the base of the cheekbone. In addition to relieving acne and improving the appearance of blemishes, this point assists to eliminate sagging and improving skin tone to give the skin a more youthful and healthy glow.

25 3) GV4.5 / 3<sup>rd</sup> Eye Point: This point sits directly between the eyes and has a major role in acne control via its activation and link to the hormone secreting pituitary gland and assists to enhance total skin condition.

The therapeutic knobs may be crafted from stainless steel.

The mask may be held in place with an elastic strap that is adjustable to ensure the correct pressure is applied at all times, which enhances the benefits offered by the therapeutic face mask.

30

#### Brief Description of the Drawings

Aspects of the present invention will now be described with reference

to the accompanying drawings in which:

Figure 1 is a front view of a treatment mask of the present invention,  
and

Figures 2 and 2a are plan and side views of knobs for the mask of  
5 Figure 1.

The mask of the present invention comprises a mask body generally indicated by arrow 1 and means such as adjustable elastic straps 2 for securing the body so that it covers the eye and nose region of a user's face.

10 A plurality of pressure points 3 are secured to the underside of the mask body.

The pressure points 3 are provided by metal knobs which are substantially oval-shaped in plan and having a curved top surface 4 and a flat undersurface 5.

The knobs 3 may be formed in sterling silver, stainless steel or the like.

15 The knobs 3 can be secured to the underside of the mask body at sites A, B and C which coincide with specific acupressure points discussed previously.

The knobs may be in a cluster at sites A and B or spaced as illustrated at site C.

20 The knobs 3 may be fixed to the underside of the mask by Velcro strips or by other means with their curved top surfaces outermost.

The mask body may be moulded or fabricated in a semi-rigid material.

Each knob 3 may have a nipple 6 to accentuate pressure at the point they are applied to the face.

25 - To prepare the mask, a user first adjusts the elastic strap to ensure the correct pressure is applied to the acupressure point. The pressure should be firm, yet comfortable pressure.

30 - The mask is beneficially applied for 1-5 minutes a day. The mask can be applied at night prior to sleep, which ensures that your mask becomes a part of a daily routine and encourages total deep relaxation.

- As the user's face becomes accustomed to the pressure, it can be increased by using the elastic strap.

Aspects of the present invention have been described by way of  
5 example only and modifications and additions thereto may be made without departing  
from the spirit or scope thereof.

DATED this 26<sup>th</sup> day of November 2003

THE WOODLEY GROUP PTY LTD

10 By its Patent Attorneys

Cullen & Co.

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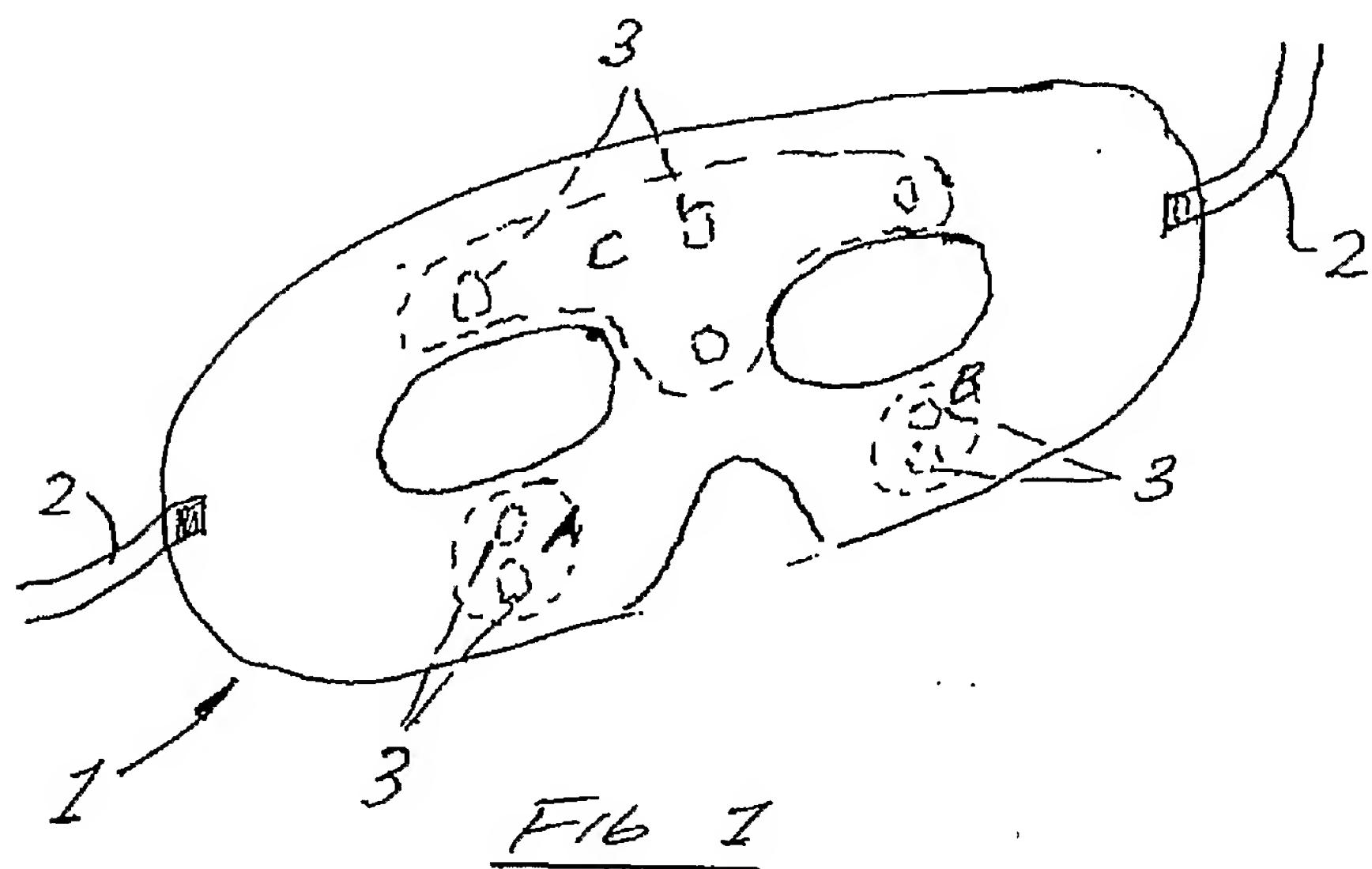


FIG 1

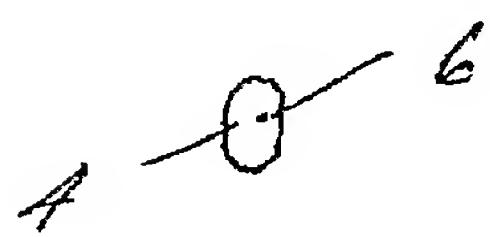
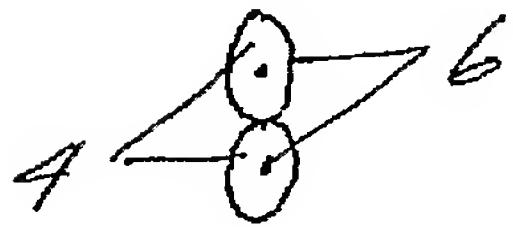


FIG 2



FIG 2a